



SMALL TOWN, BIG BEACH™

REQUEST FOR PROPOSALS (RFP) – Public-Private Partnership Redevelopment

The City of Gulf Shores invites proposals from qualified development firms, licensed in the State of Alabama, for a Public-Private Partnership with the City to construct a project providing substantial public benefit on City-owned property at the corner of West Beach Boulevard and West 1st Street. While the City has made no decision to commit its property to such a Public-Private Partnership, the City desires to identify public benefit project uses of which the property may be susceptible.

PRE-PROPOSAL CONFERENCE: All potential proposers must attend a Mandatory Pre-Proposal Conference at 10:00 AM (CDT) on Tuesday, May 5th, 2015 at Gulf Shores City Council Chambers located inside City Hall at 1905 West 1st Street, Gulf Shores, AL 36542. There will be a brief presentation regarding the scope of work and an opportunity to ask questions about the Request for Proposals. Proposals from Proposers who do not attend this conference will be rejected.

TIME AND DATE DUE: Twelve (12) signed copies of the proposal must be received no later than 5:00 PM (CDT) on Thursday, June 4th, 2015. Responses shall be labeled “PPP RFP” and shall be delivered to the following address:

U.S. Postal Service
City of Gulf Shores
City Clerk
P.O. Box 299
Gulf Shores, Alabama 36547

Courier (UPS, FedEx, etc.)
City of Gulf Shores
City Clerk
203 Clubhouse Drive, Suite B
Gulf Shores, Alabama 36542

RFP packages will be available on the City’s website www.gulfshoresal.gov or may be picked up at the City Clerk’s Office. For further information contact:

E-MAIL: bphelps@gulfshoresal.gov

PHONE: (251) 968-1170

or

Blake Phelps, Economic Development Coordinator
City of Gulf Shores
P.O. Box 299
Gulf Shores, AL 36547

Questions and comments must be received in written format no later than close of business at 5:00 PM (CDT), Monday, May 11th, 2015. **Proposers, their agents, and associates shall have no other contact with City employees, City officials, or agents of the City until such time, if any, as the City schedules public presentations on proposals as described in Instructions Paragraph P below.**

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INTRODUCTION

The City of Gulf Shores is nestled along the Alabama Gulf Coast's 32 miles of sugar-white sand beaches. This coastal city is home to just over 10,000 full time residents who live across its 28 square miles. While the local shoreline is overflowing with American history at nearby Historic Fort Morgan, Gulf Shores wasn't incorporated as a town until 1957 and remains a relative youngster budding with opportunity.

Ideally located just 30 miles from Pensacola, FL and only 50 miles from Mobile, AL; Gulf Shores enjoys a long-standing reputation as an enticing destination to live, visit, retire and invest. The City embraces the vision of a sustainable beachside community. As part of its growth management strategy and in anticipation of redevelopment, Gulf Shores adopted the Small Town, Big Beach Vision 2025 for Sustainability. This strategic vision is aimed at focusing the growth and designing the future of Gulf Shores through identified strategies to protect and enhance quality of life, while also diversifying its tourism-dependent economy and promoting economic prosperity in a business-friendly environment.

Vision 2025 establishes the City's Gulf Beach District and the Gulf State Park Restoration as two key areas of focus for the continued enhancement of the beachfront area. The Gulf Beach District is home to the half-mile wide main public beach and is the epicenter of tourism and beach-related activities in Gulf Shores. Priorities for the area include the construction of a contemporary beachfront that is pedestrian- and bike-friendly; providing access to dining, shopping and entertainment throughout the district. The creation of this walkable, energetic beachfront district will attract tourism, stimulate local business, and encourage business and residential relocation.

The 6,150 acre Gulf State Park is located at eastern edge of Gulf Shores. The park is home to two miles of untouched beaches, a 900 acre freshwater lake, a 1,540 foot fishing pier extending into the Gulf, an 18 hole golf course and over 20 miles of hiking and biking trails winding through six distinct ecosystems.

In 2013, Governor Robert Bentley announced an \$85.5 million allocation of early restoration dollars from the BP Oil Spill for the restoration and enhancement of Gulf State Park. The project will include 10 miles of new trails, 3.5 miles of enhancements to existing park trails, dune restoration, an environmental information center, a research and education center, and the reconstruction of a beachfront lodge and meeting facility.

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COMMUNITY PROFILE

Quick Facts

- Forbes Magazine named Baldwin County one of the **Top 50 Places** to grow a business
- **35%** of the local population is aged 18-45
- **1 in 10** residents holds a graduate level degree
- **15** colleges and universities are located within 50 miles
- The local population has grown over **43%** since 2000

People

Population (2014)	10,737
Labor Force	5,512
Job Growth Rate (1 Year)	7.8%
Median Age	42.46

Labor Force

Bachelor's Degree or higher	29.6%
High School Degree or higher	92.9%
White Collar Workers	57%
Blue Collar Workers	42%
Universities in Community offering Bachelor's Degree or Higher	2
Universities in Community + 50 miles offering Bachelor's Degree or Higher	8
Colleges in Community offering Associate's Degree or Certificate	1
Colleges in Community + 50 miles offering Associate's Degree or Certificate	15

Budgets

Household Expenditures (Average)	54,190
Household Income (Median)	51,748

Source: Baldwin County Economic Development Alliance

VISITOR PROFILE

Quick Facts

- **5.5 million** people visited the Alabama Gulf Coast in 2014
- **\$2.9 billion** in visitor spending
- **45,000** travel related jobs
- Lodging revenues (2014): **\$375 million** (+ 7.1%)
- The local tourism industry accounts for **\$1 billion** in wages & salary

Visitor Composition

Family	65.8%
Couple	24.7%
Group of Couples/Friends	13.0%
Single	3.2%
With Business Associates	1.1%

Visitor Budget Breakdown

Accommodations	\$1,146.05
Food/Entertainment	\$652.39
Retail/Grocery	\$303.42
Miscellaneous	\$100.45

Source: Gulf Shores and Orange Beach Tourism

REQUEST FOR PROPOSALS (RFP) – Public-Private Partnership Redevelopment

DESCRIPTION

City of Gulf Shores Request for Proposals

Public – Private Redevelopment of City-owned property

The City of Gulf Shores is seeking to identify a developer or a development team with an acceptable proposal for a public/private agreement to develop for public benefit approximately 2+ acres of City-owned property. The property is located directly across from the Gulf Shores Public Beach at the corner of West Beach Boulevard and West 1st Street and is located at the heart of the City's Gulf Beach District. This district is a key area of focus within Vision 2025 with priorities aimed at creating a walkable, energetic beachfront district that will attract tourism, stimulate local business, and encourage business and residential relocation.

The project site is primarily the land that is currently being used as a surface parking lot to accommodate overflow from events and holiday traffic. Both the survey of the site and the delineated aerial of the property include land and buildings that will not be part of the development area. (See attached survey and site profile.)

Several high quality developments have been completed within the Gulf Beach District and this project should become an anchor for this very popular retail, restaurant and tourism scene. It is anticipated that a public/private development will add to this increased vibrancy and complement the City's vision to create a Town Center that will accommodate businesses, residents, and visitors alike.

Any site plan proposal should create a unique project that complements the existing family-oriented and pedestrian-friendly environment of Gulf Place and the surrounding public beach facilities.

Parking is an existing critical issue that must be addressed in any development proposal; any proposal must include in the design a parking structure to meet the needs of the project in addition to a minimum of 150 spaces available to the public. Any proposal must also offer an interim parking solution during construction of the project or a plan to develop the parking garage as the first phase of the project. Any proposal submitted must also incorporate LEED standards to achieve certification.

The City will consider a creative mix of uses and compatible architectural design. The developer is encouraged to submit a mix of uses which may include but are not limited to:

- Street level improvements (retail, dining, etc.)
- Hotel and conference/meeting space
- Parking garage to meet needs of the development and additional 150 public spaces
- Pedestrian access to public beach (walkover, bridge, etc.)
- Unique addition that would enhance the Gulf Beach District

It is intended that there will be no financial outlay from the City for the completion of the parking garage or any other part of the proposal. Development incentives may be considered.





REQUEST FOR PROPOSALS (RFP) – Public-Private Partnership Redevelopment

SITE PROFILE

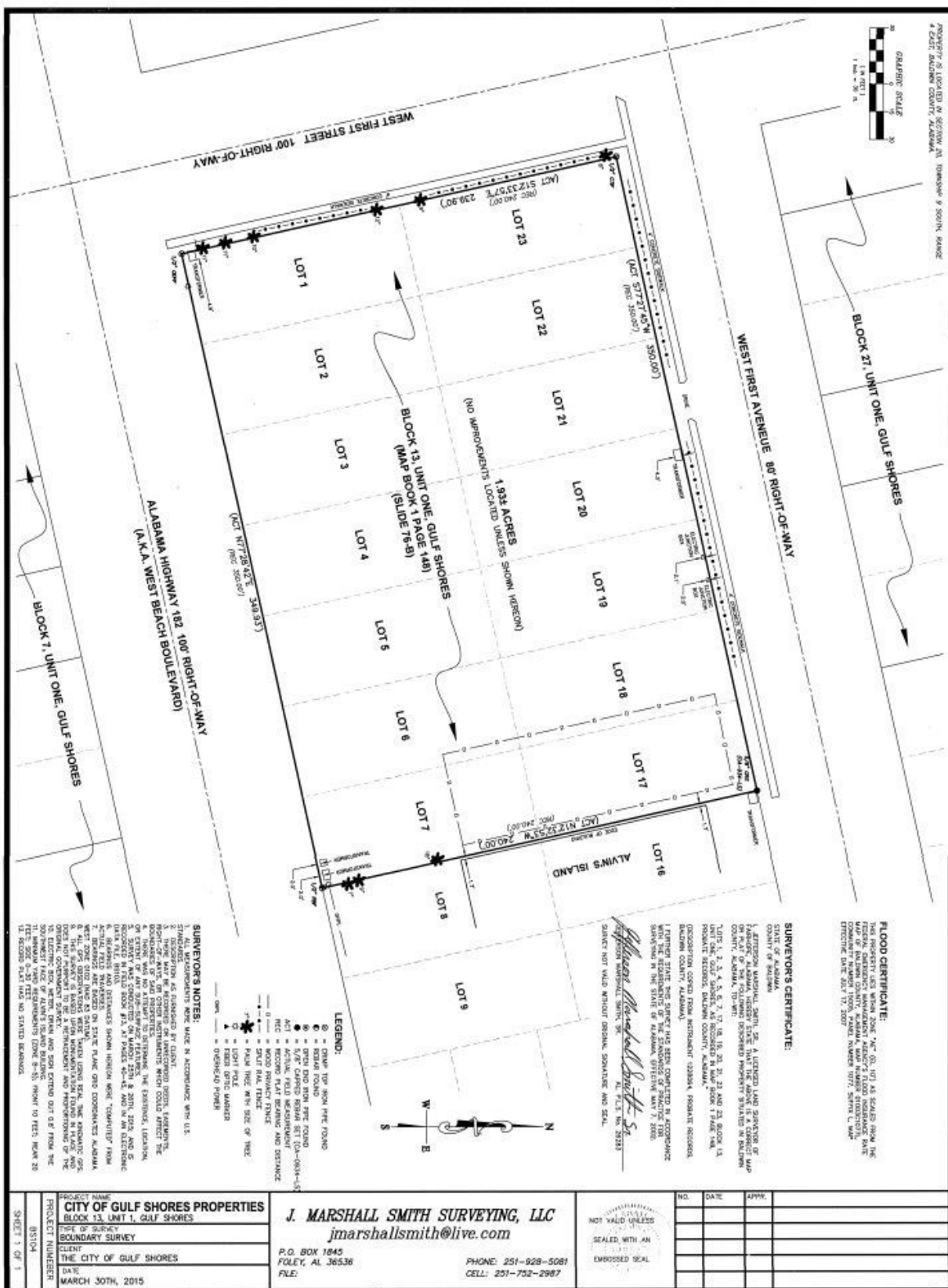
Site Details

Lot Size	350' x 240'
Frontage on West Beach Blvd	350'
Frontage on West 1 st St	240'
PPIN	104070
Zoning Uses	Tourist Business (BT-5)

Traffic Data (Avg Cars per Day)

Hwy 59 (2013)	37,390
West Beach Blvd (2013)	11,310

Source: Alabama Department of Transportation



REQUEST FOR PROPOSALS (RFP) – Public-Private Partnership Redevelopment

INSTRUCTIONS

PROPOSERS MUST COMPLY WITH THE FOLLOWING INSTRUCTIONS TO BE CONSIDERED FOR SELECTION

A. PROPOSAL FORM DELIVERY REQUIREMENTS

Proposals received after the stated time and date will not be considered. It shall be the sole responsibility of the Proposer to have their proposal delivered to the City of Gulf Shores, City Clerk's office for receipt on or before the stated time and date. If proposals are sent via U.S. Mail, the Proposer shall be responsible for its timely delivery to the City of Gulf Shores, City Clerk. Proposals delayed by the U.S. mail shall not be considered, and arrangements shall be made for their return at the Proposer's request and expense.

B. CLARIFICATION & ADDENDA

Each Proposer shall examine all RFP documents and shall judge all matters relating to the adequacy and accuracy of such documents. Any inquiries, suggestions or requests concerning interpretation, clarification or additional information pertaining to the RFP shall be made through the Economic Development Coordinator. The City shall not be responsible for oral interpretations given by any City employee, representative, or others. The issuance of a written addendum is the only official method whereby interpretation, clarification or additional information can be given.

Addenda will be posted on the City's website at www.gulfshoresal.gov. It shall be the responsibility of each Proposer, prior to submitting their proposal, to check for addenda. Addenda shall become part of the proposal documents, and proposers shall be bound by all addenda.

C. SEALED & MARKED

Twelve (12) signed copies of your proposal shall be submitted in one sealed package, clearly marked on the outside, "**PPP RFP**," and addressed to:

City of Gulf Shores
City Clerk
P.O. Box 299
Gulf Shores, AL 36547

D. LEGAL NAME

Proposals shall clearly indicate the legal name, address and telephone number of the Proposer (company, firm, partnership, or individual). Proposals shall be signed above the typed or printed name and title of the signer. The signer shall have the authority to bind the Proposer to the submitted proposal. A Qualification Statement is attached hereto.

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E. PROPOSAL EXPENSES

All expenses for making proposals to the City are to be borne by the Proposer.

F. DISCLOSURE

Upon receipt, responses become "Public Records" and shall be subject to public disclosure consistent with Section 36-12-40 of the Alabama Code.

G. RESERVED RIGHTS

The City reserves the right in its absolute discretion to select any proposal for further negotiation or to decline to accept all proposals. The City shall be the sole judge of the proposal. Also, the City reserves the right to make such investigation or to request clarifications, as it deems necessary to determine the ability of any Proposer to perform the work or service requested. The Proposer shall provide information the City deems necessary to make this determination. Such information may include, but shall not be limited to current financial statements prepared by an independent CPA; verification of availability of equipment and personnel; and past performance records.

The City of Gulf Shores reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether that proposal is selected. Submission of a proposal indicates acceptance by the firm of the conditions contained in this RFP, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the City of Gulf Shores and the firm selected.

H. APPLICABLE LAWS

The Proposer must be authorized and duly licensed to transact business in the State of Alabama. All applicable laws and regulations of the State of Alabama and ordinances and regulations of the City of Gulf Shores will apply to any resulting agreement. Any involvement with the City of Gulf Shores concerning procurement shall be in accordance with the City of Gulf Shores Procurement Ordinance.

I. CODE OF ETHICS

With respect to this proposal, if any Proposer violates or is a party to a violation of the laws of the State of Alabama, including, without limitation, Alabama Code Title 36, Chapter 25, Code of Ethics for Public Officials, Employees, Etc. such Proposer will be disqualified.

J. COLLUSION

By offering a submission to this RFP, the Proposer certifies that the Proposer has not divulged to, discussed, or compared his proposal with other Proposers and has not colluded with any other Proposer or parties to this proposal whatsoever. Also, the Proposer certifies, and in the case of a joint proposal, each party thereto certifies, as to their own organization that in connection with this proposal:

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1. Any data submitted has been arrived at independently, without consultation, communication or agreement, for the purpose of restricting competition, as to any matter relating to such data, with any other Proposer or with any competitor;
2. No attempt has been made or will be made by the Proposer to induce any other person or firm to submit or not to submit a proposal for the purpose of restricting competition;
3. The only person or persons interested in this proposal as principal or principals is/are named therein and that no person other than therein mentioned has any interest in this proposal or in the contract to be entered into; and
4. No person or agency has been employed or retained to solicit or secure this contract upon an agreement or understanding for a commission, percentage, brokerage, or contingent fee, except bona fide employees or established commercial agencies maintained by the Proposer for the purpose of doing business.

K. SUBCONTRACTING / JOINT PROPOSALS

If subcontracting or joint proposals are to be done, that fact, and the name of the proposed subcontracting firms, must be clearly identified in the proposal. Following the award of any public-private agreement contract, no additional subcontracting will be allowed without the express prior written consent of the City of Gulf Shores which consent may be withheld in the sole and absolute discretion of the City.

L. PROPOSAL TERM

The Proposal shall remain in effect for three (3) years, with the option to renew on a year-by-year basis, with the approval of the City and the vendor.

M. LOBBYING

Proposers, their agents, and associates shall not contact or solicit any individual City official, City employee, or agent of the City regarding this RFP. Failure to comply with this provision will result in disqualification of the Proposer, at the option of the City.

N. AMERICANS WITH DISABILITIES ACT

The City of Gulf Shores, Baldwin County, Alabama, does not discriminate upon the basis of any individual's disability status. This nondiscrimination policy involves every aspect of the City's functions including one's access to, participation, employment, or treatment in its programs or activities. Anyone requiring reasonable accommodation for the public meetings specified herein (i.e. Information Conference or Proposal Opening), should contact the person named on the first page of this document at least twenty-four (24) hours in advance of the activity.

REQUEST FOR PROPOSALS (RFP) – Public-Private Partnership Redevelopment

O. PROPOSAL REQUIREMENTS

The overall content of the proposal is primarily at the discretion of the applicant and whatever is deemed necessary to communicate the plans and its financial benefits to the city. However, the following items are required as a minimum to help the City evaluate the proposal.

1. **Cover Letter** – showing the RFP subject, the legal name, address and telephone number of the Proposer. The letter should outline all partnerships, subcontractors etc. that would be part of the development team along with the name and position of the person who will be the primary contact throughout the project. The cover letter should be signed by the person who has the authority to bind the proposing firm to the submitted proposal.
2. **Project Narrative** – detailing how the proposed development will complement and/or advance the City’s Vision 2025 priorities for the Gulf Beach District and/or Gulf State Park Restoration.
3. **Conceptual Site Plan** – showing the Proposer’s initial thoughts regarding spatial development of the site, proposed uses, approximate square footage of each use, approximate number of residential units (if proposed), approximate number of parking spaces, and open/civic areas.
4. **Architectural Elevations** – are not required of each proposed building, however a typical architectural style depiction showing how the proposed development will complement and/or enhance the City’s vision for the Gulf Beach District must be included. (See attached Architectural Guidelines)
5. **Project Justification** – explaining any market research or current experience that would support the type of uses being proposed.
6. **Preliminary Cost & Tax Revenue Analysis** – should be provided showing the overall construction costs and potential revenue to the city from direct lease payments and potential increased tax revenues as projected over a ten (10) year period.
7. **Qualification Statements** – for the development team showing past experience in similar development projects and assurance that there is sufficient financial resources to complete the project in a timely manner.
8. **Management Strategy** – detailed explanation of short-term and long-term strategy to manage properties within the proposed develop including any local, regional, and national brands/partners.
9. **Any further information that will assist the city in reviewing the proposal.**

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P. EVALUATION PROCEDURES

All submitted proposals will be reviewed by the City's **Project Selection Committee** that will consist of the Finance Committee, City Administrator, Finance Director, and Economic Development Coordinator. The Committee will advise the City Council of all proposals deemed responsible and arrange for public presentations of all responsible proposals at which time the City Council may select an applicant to negotiate a detailed agreement for development. The City Council has the right in its absolute discretion to elect to select none of the proposals.

The criteria used to evaluate the submitted proposals will be based on the overall ability of the proposed project to advance the Vision 2025 goals for the Gulf Beach District and may include the following:

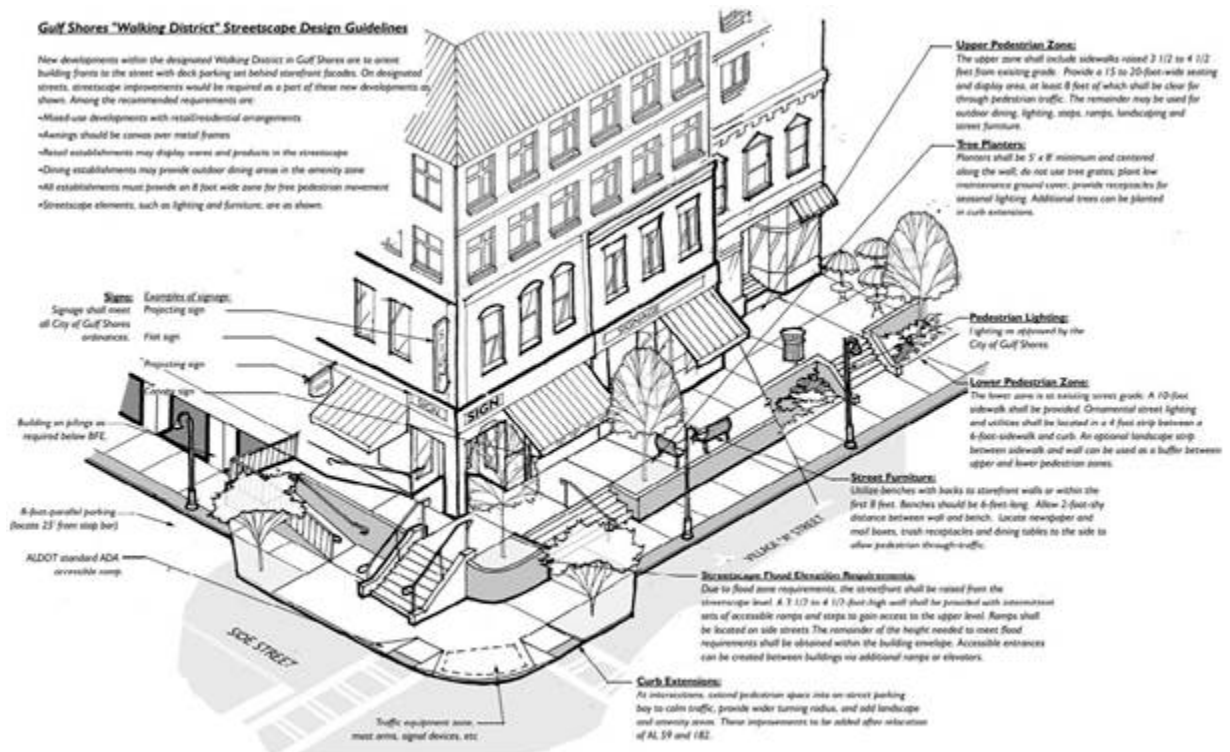
- Ability of the proposed project to initiate desirable development in the Gulf Beach District
- Overall design, scale and density of proposed project
- Lease terms and proposal
- Proposed uses of the space
- Public Use component
- Market Justification
- Letter(s) of Intent from tenants (retail, accommodations, etc.)
- Ability to complete project and proposed timeline
- Past performance completing similar projects
- Ability to finance project
- Creative use of space
- Ability to provide pedestrian public beach access
- Plan to provide public participation
- Ability to include and redevelop adjacent public and/or private property
- Ability of project to complement and/or support nearby businesses
- Provision of on-site/off-site parking
- Amount of capital investment, operational revenues and contribution to the City's tax base
- Requested level of municipal incentives

REQUEST FOR PROPOSALS (RFP) – Public-Private Partnership Redevelopment

ARCHITECTURAL GUIDELINES

A. **Required Pedestrian-Oriented Area.** Pedestrian-oriented improvements shall be constructed within the front yard including but not limited to the following:

1. A minimum fifty percent of the pedestrian oriented area shall be a raised hardscape area comprised of a minimum ten (10ft) sidewalk and pedestrian amenities including but not limited to; outdoor seating, plazas, fountains, display areas, bike racks, trash receptacles, and street furniture. The sidewalk shall be aligned with and connected to that of abutting properties.

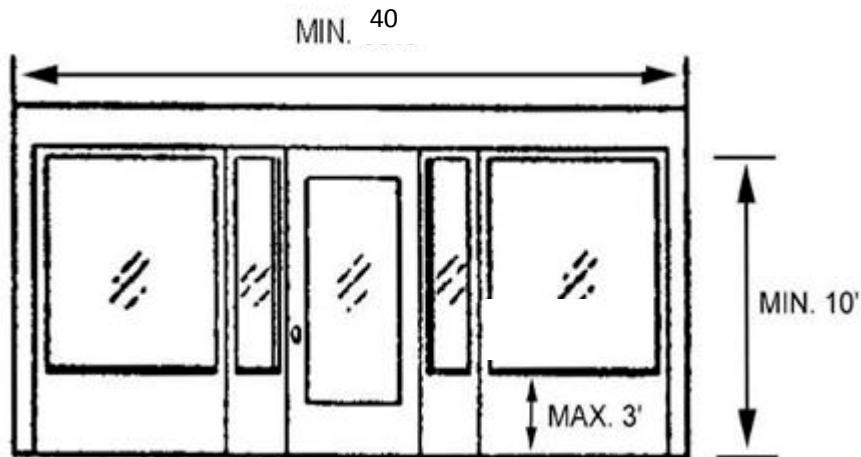


2. To assure pedestrian connectivity, additional sidewalk connections to the street pedestrian/bicycle path shall be provided in cases where no sidewalk exists on adjacent properties. The remainder shall contain pedestrian-friendly landscaping, including landscaping buffers from vehicular areas, e.g. streets, driveways and parking areas.
3. Grade changes within the pedestrian-oriented areas shall be minimized to accommodate pedestrian use. The Commission may approve grade changes within the pedestrian-oriented area where compliance with FEMA, handicap accessibility and/or storm water requirements necessitate such grade changes.
4. Bicycle parking shall be provided for all uses in accordance with Article 14 at a rate of one (1) bicycle space per every 5 vehicle spaces. Bicycle parking shall be located in the pedestrian oriented area.

B. **Outdoor Display and Service Areas.** In an effort to promote pedestrian activity, create tourist oriented business opportunities, and enhance the pedestrian environment, outdoor display areas are allowed in accordance with the standards of §6-15 and §6-16 and as modified herein:

1. Outdoor display areas shall be located within the pedestrian oriented area, building footprint, or within an approved accessory structure.
2. May contain accessory seating, merchandise display, or incidental accessory retail or service uses.

3. Outdoor display areas within accessory buildings. Outdoor display areas shall be allowed within an accessory structure within the Walking Overlay District subject to the following requirements:
 - a. Limited to a maximum area of 1,500 square feet.
 - b. Accessory buildings may be constructed at intersections within five (5) feet of the lot lines.
 - c. A hardscape area shall connect outdoor display areas to all existing sidewalks that abut the property and to the principal building. To assure pedestrian connectivity, additional sidewalk connections to the street pedestrian/bicycle path shall be provided in cases where no sidewalk exists on adjacent properties.
 - d. A minimum seating for 10 persons shall be contained within the accessory building.
 - e. Incidental accessory retail and service uses shall be separated from parking areas by curbing or other methods acceptable to the City.
- C. **Building Architecture and Design.** Building architecture shall contribute to the pedestrian-oriented “village-like” environment and should physically and visually relate to the street and other buildings. In addition to the requirements of Article 16-1 F., building architecture shall comply with the below regulations unless modified by the approving authority.
 1. Building disposition.
 - a. To the extent permitted within the district, Buildings should be located at the minimum front and street side yard setbacks and aligned lengthwise along the primary frontage.
 - b. Principle Buildings shall have their primary entrances along a public Thoroughfare or public pedestrian way, such as a boardwalk.
 - c. Buildings on corner lots shall incorporate distinctive architectural treatments or other distinguishing features to emphasize their prominent location.
 2. Storefront Façade Fenestration. The following requirements apply to the first habitable story of all buildings.
 - a. A minimum forty (40%) percent of the facades shall consist of clear glass.
 - b. A minimum floor to ceiling height of ten (10) feet.



3. Large buildings shall be designed to read as a series of buildings.
4. Buildings shall maintain a consistent edge along thoroughfare frontages and incorporate recesses and projections.
- D. **Parking Standards.** Parking Standards. The Walking Overlay District is developed to promote a pedestrian oriented environment with a mix of uses, on-street public parking, bikeways, and sidewalks which allow a smaller parking supply to meet the combined peak parking demands of individual uses within the district.
 1. No off-street surface parking may be located forward of the building façade.

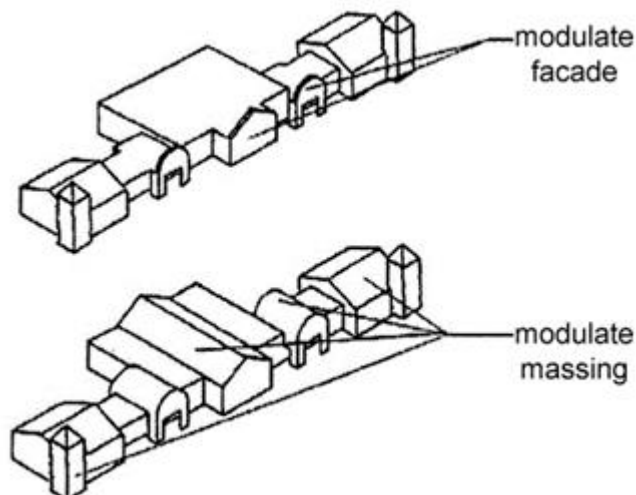
E. Architectural Restrictions.

1. Vertical Massing and Modulation. Multi-storied Buildings shall incorporate architectural Modulation of the elevation and Building profile. Such Buildings should have a "base", "middle", and "cap" differentiated through changes in material and color, amount and proportion of Fenestration, belt courses and projecting cornices. Additional Modulation shall be achieved through architectural features such as arcades, colonnades, Awnings, canopies and balconies, and through multiple offsets in vertical planes such that a number of upper floors are smaller than floors below. Irregular roof profiles are also encouraged.
2. The base is that portion of the Façade enclosing the lowest floor(s) of the Building and, when containing Non-residential uses, should provide an attractive storefront appearance with a minimum of fifty (50) percent Fenestration (including entrances). Finish materials should appear substantial, giving the impression of being thicker or heavier than that of upper floors. Shade and weather protection should be considered and may be provided through arcades, Awnings, or canopies.



Building with base, middle, and cap composition.

- a. The middle is that portion of the Façade between the base and the uppermost floor or cornice and should generally have vertically-proportioned windows although multiple windows within the same structural opening may have a horizontal proportion.
- b. The cap is that portion of the Façade enclosing the uppermost floor(s) of the Building (for Buildings with pitched roofs) or the uppermost floors and/or cornice (for flat roof Buildings). The cap should be accentuated through a change in masonry patterns, materials, colors, a horizontal band dividing the middle from the cap, or a combination of these. For flat roof Buildings, the cap should include a well-articulated cornice proportionate with the overall size of the Building (see also Item 4 Roofs following).
- c. Horizontal Massing and Modulation. Buildings built up to a public sidewalk, where permitted, should maintain a consistent edge along the sidewalk and have horizontal projections and recesses, of the Façade.



Modulation



Building with entrance(s) oriented to public sidewalk.

3. Fenestration. For multi-story buildings, maximum Fenestration and open balconies on upper floors are encouraged. Blank Walls, as defined in Article 4, may not constitute more than forty (40) percent of any Façade.



Buildings with high percentage of Fenestration and balconies on upper floors

4. Parking Structures. The Façades of Parking Structures shall either be lined with retail storefronts or finished with masonry Façades that repeat the expression of, (having similar materials, structural elements, and size and proportions of openings) the occupied Stories of the Façade. Parking Structures should be lined with habitable spaces. Retail and Service Uses are recommended at ground level along the street. In upper floors, Office or residential uses are encouraged. Where such liner uses are not practicable, the Parking Structure's Façade should be finished with materials and details consistent with any occupied portions of the Building or neighboring Buildings. Openings in the Façade of the Parking Structure shall be filled with decorative panels or louvers that allow natural ventilation but screen the view of parked automobiles within.



Parking deck with liner Building along street & parking deck with screening

5. Roofs.

- a. Pitched roofs are encouraged. Pitched roofs should be constructed with textured shingles of fiberglass composition, wood shingles, or standing seam metal or other materials approved by the Approving Authority.
- b. Flat roofs are acceptable but should incorporate distinctive cornice features or similar architectural articulation of the roof. The height and depth of such element should increase with the height of the Building.